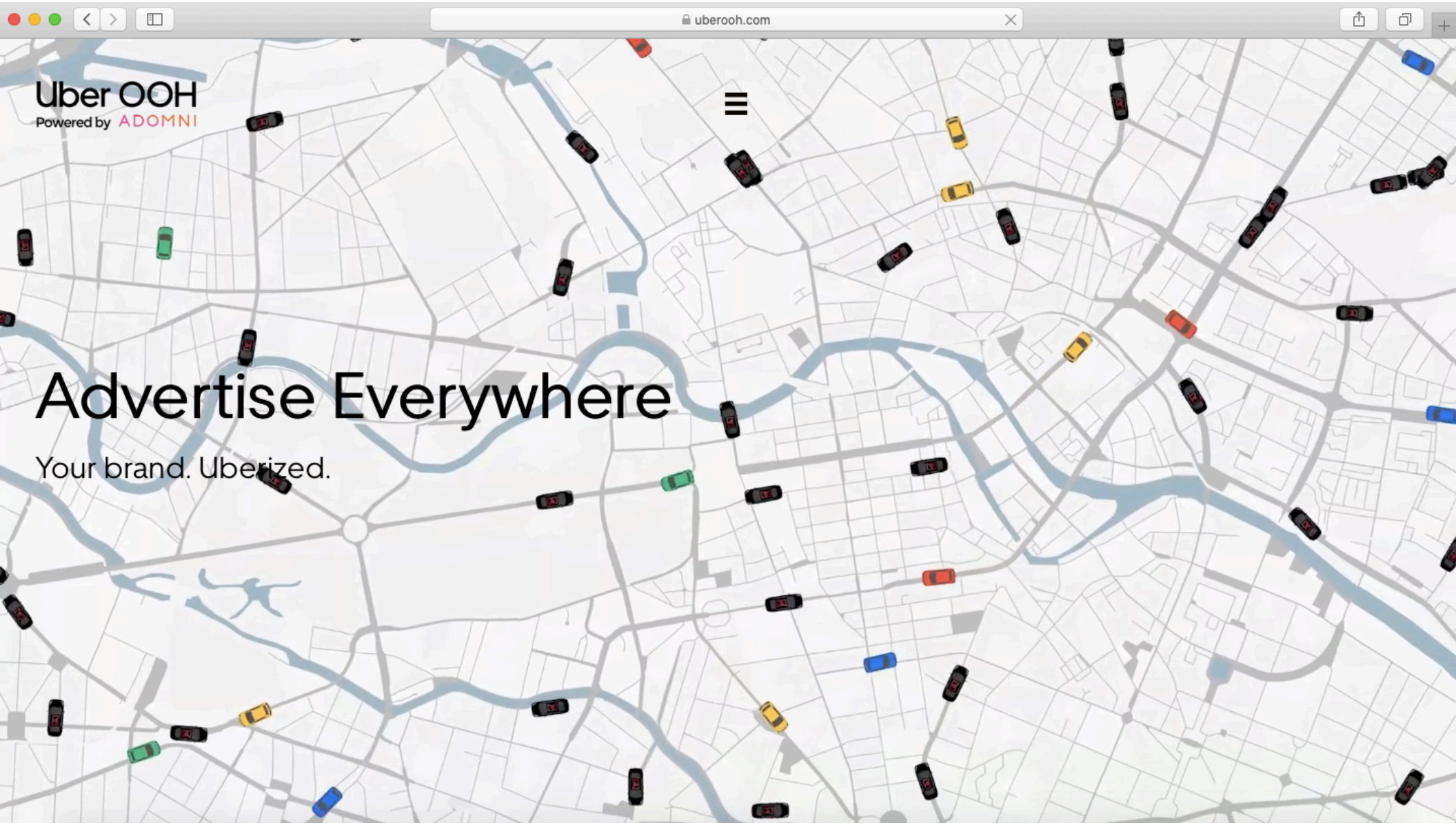
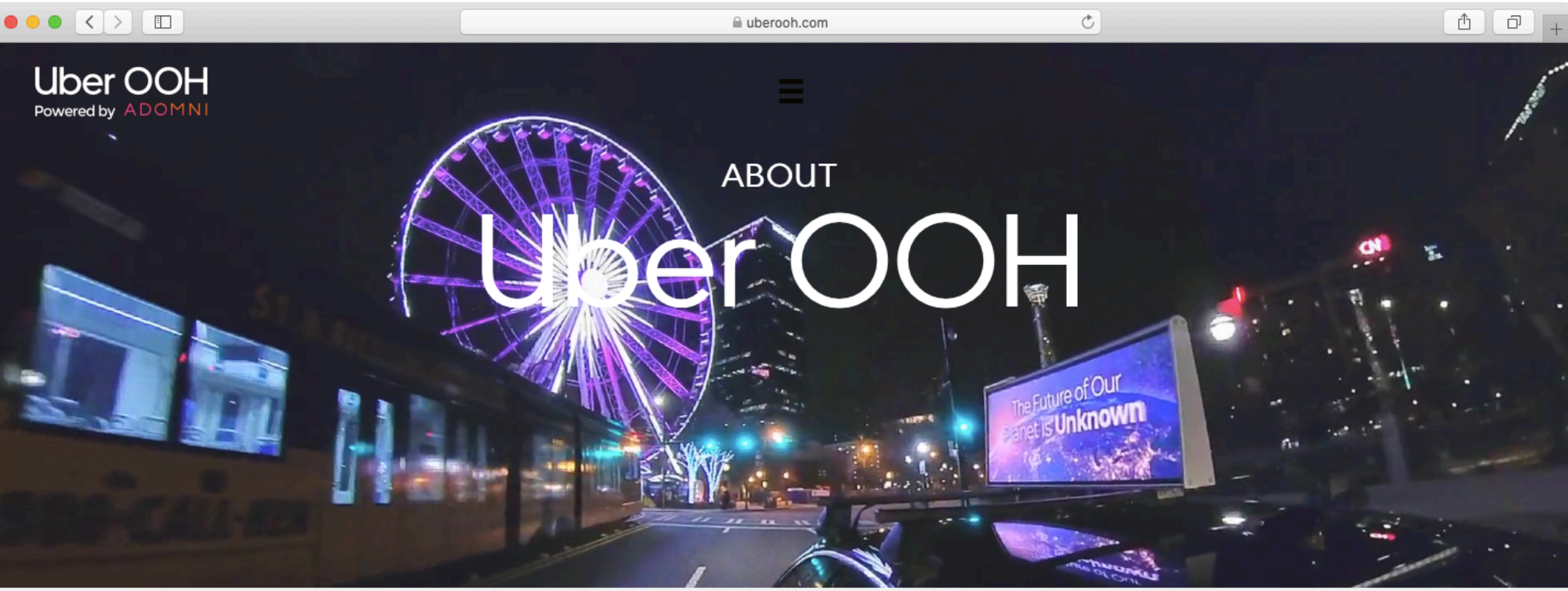
Exhibit 16


uberooh.com
Uber OOH
Powered by ADOMNI
Advertise Everywhere
Your brand. Uberized.



Advertise Everywhere

An Omni-Present Advertising Network

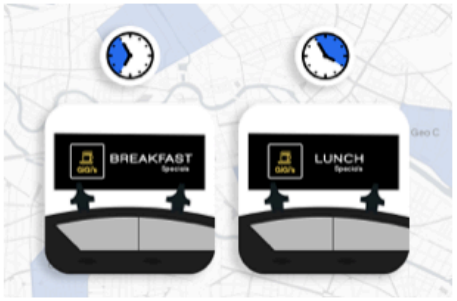
Uber OOH is the official Uber advertising network that is rolling out in 2020.

uberooh.com

Advertising Campaign Highlights

Geo-Target Ad Content

Geo-target advertising content based on the audience composition of a specific geographical location



Ad Content Day-Parting

Select optimal content to play at specific times of the day

Proof of Performance Reports

See the number of ad plays and impressions delivered as well as eCPM and maps showing where the ad plays were served

Multi-Touch Advertising

Utilize Adomni's innovative buying platform to trigger ads to concurrently play on cartops as well as nearby programmatically connected, digital, out-of-home screens such as billboards.

Uber OOH
Powered by ADOMNI

Privacy Policy

Uber OOH, Inc. (hereinafter referred to as "Uber OOH", "we", "us" or "our") operates a platform for advertisers to buy units of time that display advertising content on Digital Screens in the markets that Uber OOH operates ("Platform").

This Privacy Policy is intended to inform you about how we treat Personal Information that we process about you. If you do not agree to any part of this Privacy Policy, then we cannot provide the Platform or Services to you, and you should stop accessing the Platform and deactivate your Uber OOH Account. You can find out more about how to deactivate your Uber OOH Account by emailing us at support@uberooh.com

DEFINITIONS

Where the definition of a term does not appear in this Privacy Policy (such as "Screen Details", "Campaign", "Content," "Services" etc.), it shall be given its definition as outlined in our Terms of Service.

"Affiliates" means companies related by common ownership or control. They can be financial and non-financial companies.

"Aggregated Information" means information about all of our users or specific groups or categories of users that we combine together so that it no longer identifies or references an individual user.

Ad Content Information

Are there any content category or brand restrictions?

What size ad content is required?

Can I provide multiple pieces of ad content to play?

Uber Driver Participation